



INFORMATION PACK 2009-10

Celebrating 100 years of flying in South Hampshire



Bringing schools and businesses together across South Hampshire



BAA Southampton 



LAUNCH and MASTERCLASS PROGRAMME

Tuesday, 22nd September, NATS (Air Traffic Control Services) in Swanwick

08.30 – 10.00	Guests arrive & refreshments
SESSION:	WELCOME
10.00 – 10.05	Introduction to the Partnership for Urban South Hampshire Cllr Seán Woodward, PUSH Chairman and Leader of Fareham Borough Council
10.05– 10.10	Introducing PUSH AHEAD Cath Longhurst, Chief Executive, Portsmouth & SE Hants EBP
SESSION:	MASTERCLASS
10.10 – 10.25	100 years of flight in South Hampshire and Southampton Airport's "breeze through" ethos Jan Halliday, Director of Marketing and Communications, BAA
10.25 – 10.45	TEA/COFFEE BREAK
10.45 – 11.05	Innovation and Entrepreneurship David Bream, SETsquared Business Acceleration
11.05 – 11.20	Carbon Footprints and Saving Energy Judith Meagher, External Relations Officer, Environment Agency
SESSION:	THE PUSH AHEAD CHALLENGE
11.20 – 11.25	2008-09 Overall Winners Ringwood School
11.25 – 11.40	The PUSH AHEAD Challenge – what you need to do Stuart Lisle, BDO Stoy Hayward
11.40 – 11.50	Question & Answer Session
11.50 – 12.05	Closing Remarks Paul Baron, Chief Executive, NATS
12.05 – 12.10	Group Photo
12.10 – 13.15	Buffet lunch and tour of NATS
13.15 – 13.30	Depart

TABLE OF CONTENTS

1. What the PUSH AHEAD Challenge is all about	3
2. The PUSH AHEAD Challenge Aims	4
3. About Southampton Airport	5
4. Students' Brief for PUSH AHEAD	7
5. Teacher's Role	8
6. The Business Mentor's Role	8
7. The PUSH AHEAD Judging Criteria and Scoring	8
8. Summary of Key Dates	11
9. Further Information	11
10. Guidelines and Checklists	12

Bringing schools and businesses together across South Hampshire



1. WHAT THE **PUSH AHEAD** CHALLENGE IS ALL ABOUT

What is it?

PUSH AHEAD is an annual entrepreneurs' innovation challenge led by South Hampshire businesses. It aims to bring schools and businesses together from across South Hampshire to develop young peoples' innovation and entrepreneurial skills. Launched in 2007 and now in its third year **PUSH AHEAD** has grown and improved each year. This year we are teaming up with Southampton Airport and BAA Communities Trust to celebrate its 100th anniversary of flight in South Hampshire!

PUSH AHEAD is implemented by Solent Education Business Partnership and Portsmouth and South East Hampshire Education Business Partnership, and is jointly coordinated and sponsored by PUSH, BAA Communities Trust, NATS, BDO Stoy Hayward, and NXP Semiconductors.



The Partnership for Urban South Hampshire (PUSH) is a partnership of eleven local authorities in South Hampshire which, during 2003 decided to work more closely to tackle the economic challenges of South Hampshire. For more information: www.push.gov.uk

Who is it for?

The Challenge is for two age group categories:

1. Years 9 – 11 and
2. Years 12 including colleges

It is open to all South Hampshire schools where one team per school or college, of up to 5 students, will be invited to take part.

What does it involve?

Each of the teams will work with a mentor from local business to consider new business initiatives and develop a new product or service that reflects environmental and sustainability issues and helps to make the passengers' journey easy, fast and friendly, in line with Southampton Airport's 'breeze through' ethos.

PUSH AHEAD 2009-10 will be launched on **Tuesday, 22nd September 2009** at NATS (Air Traffic Control Service) in Swanwick. It will include a Masterclass where students can learn valuable information from entrepreneurs and experts which will help them in fulfilling the challenge.

The first stage involves an electronic submission of a business plan, product description, technical specification and user manual (where appropriate) by **Friday, 26th February 2010**. These will be reviewed by a judging panel and scores will be added to the scores gained at the Grand Final Trade Show.

The second stage is the Grand Final Trade Show event on **Wednesday, 24th March 2010** at the Ocean Cruise Terminal, Southampton, where teams will set up stands to showcase their ideas and present to judges in a "Dragons Den" format. This will be an early evening event and will include light refreshments. A programme will be advised in due course. The judges' scores from the Trade Show and written submissions will be added together and a winner will be announced at the end of the evening.

The Prizes

The winning team of students for both age categories will each receive £100 cheque and certificate. Their school will be presented with a trophy as a permanent record of their achievement. Together with their Teacher and Head Teacher, winners of the two age group categories will be invited to a VIP visit at Southampton Airport!

2. THE PUSH AHEAD CHALLENGE AIMS

- To promote enterprising and innovative capabilities in students, such as team-working, communication, decision-making and budgeting. This will provide them with a real life business experience in a context through which they can apply and develop their enterprise skills.
- To improve the links, interaction and understanding across South Hampshire between the business community and our local schools to reflect the needs of business within the curriculum. Also to help give local employers a better understanding of the education system and the quality of their future workforce.
- The **PUSH AHEAD** Challenge will provide students from across South Hampshire with further opportunities to gain first hand experience of business entrepreneurship by working with real business practitioners (whilst providing businesses with the opportunity to give their staff

experience of mentoring, coaching and working with young people and helping to fulfil their Corporate Social Responsibilities).

3. ABOUT SOUTHAMPTON AIRPORT

100 Years Anniversary of Flight in South Hampshire

2010 is a very special year for Southampton Airport, as it marks 100 years since the first ever flight. Back in 1910, a local man, Edwin Rowland Moon, triumphantly flew his homemade Moonbeam II aircraft from the fields of North Stoneham Farm (which is now Southampton Airport), at a time when aircraft were in their infancy. This demonstration of innovation and ingenuity inspired many more local people to design and build aircraft around the south Hampshire region, including the world famous WWII Spitfire aircraft, and Skeeter helicopters to name but a few.

Today, thousands of local people are employed in the aviation and aerospace industries in a range of business functions from supplying materials and providing services, to specialised aeronautical engineering including space satellites.

For more information, please see:

<http://www3.hants.gov.uk/centenary-of-flight>
<http://www.southamptonairport.com/>

Award Winning Airport

Excellent customer service is one of the top priorities for the airport. During 2008 and 2009, the airport was named as the European Winner of the ACI (Airports Council International) Airport People Award, for developing a strong customer service culture across the entire airport community.

The airport has been given the award as one of the top performing airports in the Airport Service Quality Survey (ASQ). The survey captures passengers' views of 34 different airport service factors, from check-in through to departure at the gate. In 2008, almost 200,000 passengers and 90 airports from around the world took part in the quarterly airport surveys, and Southampton Airport was voted top in Europe for having the most courteous and helpful airport, airline and security staff.

The airport continuously researches customer perceptions through its Quality of Service Monitor (QSM) survey, which involves interviews with over 3,500 passengers per year. The feedback is used to prioritise investment in services and staff.

'Breeze Through' ethos

Southampton Airport has launched a marketing campaign for the airport, called '**breeze through**', following extensive research with passengers, staff and business partners alike. Previously positioned as 'the fast track airport for central southern England' the airport has refreshed its campaign, following research suggesting that the term 'fast track' did not fully emphasise the airport's attributes.

Passengers, staff and business partners independently agreed that journeys through Southampton Airport are considered to be **easy, fast and friendly**, and so the '**breeze through**' campaign was developed.

The aim is to capture the easy, fast and friendly benefits of using Southampton Airport in a simple way. In essence, the airport offers a 'breeze through' experience that aims to be smooth, hassle-free and enjoyable:

- A clean, tidy terminal with friendly and helpful staff
- The short walk to and from the short stay car park or train station
- Little or no queues at check-in and security
- Plenty of seating available
- Efficient, uncrowded facilities i.e. the restaurants, shopping, car hire
- Automatic number plate recognition to raise car park barriers
- Online check-in for flights

4. THE STUDENTS' BRIEF FOR **PUSH AHEAD**

Students will be given the opportunity to work in teams together with teachers and business mentors who will bring expertise to help develop the project idea.

Challenge Specification:

- Develop a new and innovative product or service for Southampton Airport. It could include the use of science and/or technology, must reflect environmental and sustainability issues and help to make the passengers journey **easy, fast and friendly**, in line with Southampton Airport's '**breeze through**' ethos.
- All teams of up to 5 students will be required to submit a business plan, product/service specification and user manual to Judges before **Friday 26th February 2010**. To help in this process, please refer to the guide and checklists at the end of this information pack.
- The final stage requires each team to set up a stand at the Grand Final Trade Show on **Wednesday, 24th March 2010**. In a "Dragons Den" format, they will be required to explain and demonstrate the ideas to judges as well as answer any questions. Winners will be announced at the end of the evening.
- Students in groups of up to five are welcome to visit the airport at any time to see the day to day working of the airport. Individual advice to students will not be available and students will not be able to interview or survey any staff or passengers. However, Southampton Airport website contains a range of information that may be useful to students:
<http://www.southamptonairport.com/>

5. TEACHER'S ROLE

To help the **PUSH AHEAD** Challenge run smoothly we would ask you to keep the following in mind:

- Maintain regular contact with Solent Education Business Partnership or Portsmouth & South East Hampshire Education Business Partnership and communicate issues or problems as soon as they arise
- Agree and facilitate meetings with students
- Offer advice and guidance as to how to organise and plan the project as a team, but not to do all the work for them!
- Ensure final designs are students' own work and acknowledge any research references.
- Ensure school Senior Management are aware of the Challenge and its links to Work Related Learning, Enterprise and other aspects of the curriculum.
- Maintain links with the designated Business Mentor to ensure the students receive adequate support to help with business plans.

6. THE BUSINESS MENTOR'S ROLE

Each Business Mentor will be paired with a school. The role of the Business Mentor is to provide support and expertise to the teams throughout the Challenge. Business Mentors will be required to meet regularly with the teacher and students.

Business Mentors will not be on the judging panels but will be encouraged to attend the judging event to support their team and offer any last minute advice.

7. PUSH AHEAD JUDGING CRITERIA AND SCORING

What teams need to communicate is:

- a. What is the product or service idea?
- b. How is it, or what makes it innovative
- c. How does it fit with Southampton Airport's 'breeze through' ethos?
- d. How will it be used?
- e. Why will people want to use it?
- f. How might a profit be made?

The above will be communicated in:

- Written (electronic) submission documents
- Stand at the Trade Show
- Trade Show Dragon's Den

For the electronic submission documentation, teams should include the following information in their business plans:

- a. The idea – What it does and who it is for
- b. What it does to reflect the “Breeze Through” ethos at Southampton Airport
- c. What additional resources will be required to get the idea to market. For instance business partners, new technology.
- d. The Environmental impact of the product of service. For example:
 - How will it prevent waste
 - Will it improve fuel efficiency (and for whom?)
 - Will it increase awareness of the environment in the target market.
 - If it is a product with a finite life, has the way it is made, used and disposed of been addressed to minimise its impact on the environment.
- e. The cost of producing the product or service and a calculation of the profit potential.
- f. The timeframe over which the profit is calculated and risks to this identified – for instance competition.

If the idea is a product, teams should also include a section on:

- The physical properties of the product (size, materials used). You could include any technical information if appropriate
- What features it provides
- Who will use it
- How it will be used (Is a ‘User Manual’ required?)

There is no required size or format for the documentation.

At the Trade Show

At the trade show judges will be looking for teams to show the following:

- a. An explanation of how the product or service works, not the process of how the team got to their end product or service. Teams shouldn't forget to include environmental considerations, the amount of profit to be made and their USP (unique selling point).
- b. Prototypes, simulations and demonstrations of the product or service.
- c. The overall visual impact of the trade stand, including the use of marketing or promotional materials.
- d. Supporting documentation such as instructions and user manuals.

- e. The team's interaction with the visitors to the stand.
All team members should have the chance to contribute to any discussions on the stand.

During the Dragons' Den Presentations

The judges will be looking for teams to demonstrate the following:

- a. How innovative their idea is, what is its USP?
- b. How it reflects the "Breeze Through" ethos of Southampton Airport
- c. The investibility of the product.

To get this message over to the judges the presentation should be direct and to the point. It should not include too much technical information (judges will have already had the chance to look through this and ask questions at the trade stand).

Teams should be prepared to answer questions on:

- a. Costs
- b. Potential profits
- c. timescales
- d. Market Competition

There may be other questions asked, so teams should be well prepared.

8. SUMMARY OF KEY DATES

Event	Date
Launch Morning event at NATS (Air Traffic Control Services) in Swanwick	Tuesday, 22nd September 2009
Deadline for written submissions Business Plan, Product/Service Specification, User Manual	Friday, 26th February 2010
Trade Show Judging Early evening event Ocean Cruise Terminal (programme and exact times tbc)	Wednesday, 24th March 2010

9. FURTHER INFORMATION

Further information and assistance is available from Solent Education and Business Partnership and Portsmouth & South East Hampshire Education Business Partnership:

Solent Education and Business Partnership (EBP for Southampton & SW Hants): Joanna Child Area Manager Tel: 023 8072 5725 Email: joanna.child@solent-ebp.co.uk Website: www.solent-ebp.co.uk	Portsmouth & South East Hampshire Education and Business Partnership: Tina Hennessy Operations Manager Tel. 023 9228 3446 Email: thennessy@portsmouthebp.co.uk Website: www.portsmouthebp.co.uk
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GUIDELINES AND CHECKLISTS

1. **Business Plan Checklist**
2. **Product/Service Specification Checklist**
3. **User Manual Checklist**

1. Business Plan Checklist

- A business plan does not need to be a huge document.
- It should be clear and focussed on how the product or service is going to get to market, why the product or service will be successful and the potential profits to be made.
- It is not a technical specification or user manual – this information should be provided separately.
- The business plan should include the following elements which you can use as a checklist to help in your preparation:

Task	Check
1. A title page giving the company name, the date of production of the report.	
2. A contents page, which will show the main headings, and any appendices or references.	
3. An introduction, which will include the brief for the competition.	
4. An executive summary of the enterprise, this is a summary of everything in the report and it is probably a good idea to write it last and pick out the key points from the body of the report.	
5. The market opportunity. Define the opportunity for your product or service, perhaps a need or situation that you have identified in your every day life, or have discovered through surveys, include evidence in the appendices.	
6. What is the Unique Selling Point of your product or service? How does it differ from anything else currently available, give examples of other products and services, or any case studies that you may have.	

<p>7. Who the end users will be and where they will use the product or service. Make sure that you explain what your customers' priorities and needs will be, include any market research data that supports this.</p>	
<p>8. Identify the route your product or service might take to get to market. Will you sell the idea to another company so that they can take ownership of the whole project? Will you enter into partnerships with companies skilled in the technologies that you may be using to help you develop your idea, but maintain control? Will you sell yourself to financial backers so that you can maintain complete control over all the developments in your product or service, by purchasing the technologies or skills that you require? Remember to include your timeframe.</p>	
<p>9. Give an indication of prices, anticipated overheads (wages and accommodation) and profit margins that you plan to achieve. You may want to think about the types of business partnerships that you could enter into to get your product to market and begin to recover the development costs.</p>	
<p>10. An action plan showing how you will get your end product or service to market. Give some timescales, and identify people and businesses that you will need help from.</p>	
<p>11. The product or service itself should reflect environmental concerns, but you must also make sure that you include information on your responsibility to the environment. Ensure that the impact of making, using and disposing of the product is kept to a minimum.</p>	
<p>12. Ensure that any reference to other people's work is acknowledged by giving details of the sources of your information in the appendices.</p>	

If the idea is a product or technology please include

2. Technical specification

Task	Check
1. What features will it provide?	
2. Physical aspects (size, materials used, etc)?	
3. How does it work?	
4. Where will it be used?	

3. User Manual Checklist

Task	Check
1. Who will use it?	
2. How will it be used (for what purpose, in what situations)?	